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In a great many epidemiologic studies, it has been found that, among cigarette smokers, the risk of lung cancer increase with the number of cigarettes smoked per day. In other words, there is a dose-response relationship. This suggests that reducing dosage by means of reducing the concentration of the smoke from each cigarette might have the same effect as reducing the number of cigarettes smoked per day. If "tar" is the principal harmful ingredient, then it would be sufficient to reduce the concentration of the tar.

Wynder E.L., Mabuchi K., Beattie E.J. The epidemiology of lung cancer - recent trends. *The Journal of the American Medical Association*, Vol. 213, #13, 1970

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